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Wednesday, March 4, 2015Contact: Peter Komendowski  
(515) 729-7334

## **Governor Proclaims March 5<sup>th</sup> *Take Five* Day Iowans Urged to Invest Time in Children**

DES MOINES – Studies show a sharp decrease in face-to-face time between parents and children, an important link to establishing healthy guidelines for children. Governor Branstad has proclaimed Thursday, March 5<sup>th</sup>, *Take Five* Day to prevent youth substance use in Iowa.

“The popular concept of taking five minutes to talk to your children about the challenges and difficulties they face with alcohol, cigarettes and drugs can also help them in dealing with other high risk challenges they encounter, including body image, bullying, and internet safety, as well as other physical and mental health issues,” said Peter Komendowski, President of the Partnership for a Drug-Free Iowa.

Iowa’s annual *Take Five* program is sponsored by the Partnership for a Drug-Free Iowa, which provides age-appropriate and easy-to-follow tips for parents. To help start family conversations, nearly 40,000 *Take Five* flyers are being sent to Iowa schools for 5<sup>th</sup> graders to share at home with their parents.

"Many parents find it difficult to discuss issues they may know little about, especially with busy schedules," said Komendowski. "*Take Five* day emphasizes the importance of showing you care, listening to what children say is going on in their lives, and sharing expectations. In this way parents can really make a difference."

“Talk is an essential tool all of us can effectively use at home to increase the odds our children will make decisions that are good for their health and safety,” said Steve Lukan, Director of the Governor’s Office of Drug Control Policy. “Any time is a good time to help our children make healthy choices, starting with *Take Five* Day.”

For more information on how to *Take Five* and prevent drug use in Iowa, go to <http://www.iowa.gov/odcp> or <http://www.pdfinfo.com/face-it-together>.